

# ASK NEWS

Volume 9, Issue 1

2nd Quarter, 2008



In this edition of **ASK NEWS**, we review different ways to reduce the risk and increase the efficiency of internet searching with the major search engine providers. We also report excellent news about SCO and their recent influx of capital. Additionally, we look at the importance of offsite data protection, and present some alarming results from a recent corporate survey.



Stephen Pirolli, ASK Technologies, Inc.

## ASK technologies, inc.

### Inside This Issue

- The Need for Easy, Offsite Backup 2
- Web Browsing Growing More Risky 3
- Search More Efficiently 4
- Bonding With Potential Customers 5

### Welcome New Clients



## SCO's Baaaack!!! With \$100m To Pursue Its Case Against Linux

SCO's back in full swing with a doozy of a reorganization plan and \$100 million to spend pursuing its legal case against Linux.

This is top-drawer coin-of-the-realm kind of money put together from the deep-pockets of the Middle East by Stephen Norris, the co-founder and former president of the ultra-posh Carlyle Group, the guy who had Prince Al-Waleed bin Talal Al Saud salvage Citibank

on a cold call and turn a \$15 billion profit on a mere \$590 million equity investment.

After leaving Carlyle, whose chairman is now ironically ex-IBM CEO Lou Gerstner and whose resources, shall we say, include from time to time politicians like the Bushes, père et fils, and former prime ministers like John Major, Norris started Stephen Norris Capital Partners LLC, another chi-chi private-firm that's done things

like, oh, recapitalize Suez.

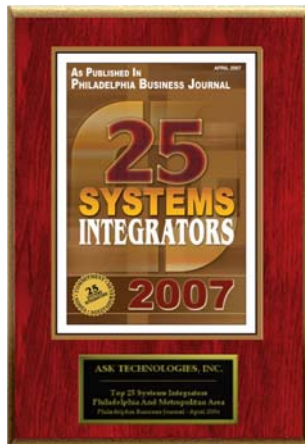
It's Norris Capital Partners that'll be buying at least 51% of SCO and taking it private.

We're talking about people who can buy all the legal talent in the world, who've looked at SCO's evidence against IBM and Novell and Linux and think that –

Continued on page 2



### 2007 ASK Accolades



ASK TECHNOLOGIES, INC. is proud to announce that we have been recognized by the **Philadelphia Business Journal** as one of the Top 25 System Integrators for the 2nd consecutive year.

The **Philadelphia Business Journal** also went on to recognize **ASK** as one of the Top 25 Software Developers for the 4th consecutive year.



### SCO's Baaaack!!!

*Continued from Page 1*

– despite all the monumental setbacks – the case is still eminently winnable – and if not the case that has been filed, then a new case they will file.

People who, if they do win, won't just take IBM and Red Hat and Novell to the cleaners, they won't have a bit of compunction or an ounce of political correctness about demanding a SCOsource tax from every Linux user on the globe. We're potentially talking billions here folks, the only numbers

these kind of people think in.

They also reportedly think that with them in the picture SCO can restart some of its Unix revenues. They also like the possibilities of its mobile technology.

"This significant financial backing is positive news for SCO's customers, partners and resellers who continue to request upgrades and rely upon SCO's UNIX services to drive their business," said Jeff Hunsaker, President and Chief Operating Office of SCO Operations.

Stephen Norris, of

Norris Capital Partners agrees. "We saw a tremendous investment opportunity in SCO and its vast range of products and services, including many new innovations ready or soon to be ready to be released into the marketplace," said Norris. "We expect to quickly develop these opportunities, and to stand behind SCO's existing base of customers and partners."

For more information on the different ways SCO can help you business grow, please contact your **ASK** sales representative at (610) 617-300.



SCO UNIX –  
Built to Make  
your Business  
Bloom.

...  
UPGRADE to  
SCO OpenServer  
6 and give  
your business  
new life.



*82% of companies aren't prepared to handle a computer system disaster.*



### Survey Highlights Need for Easy and Cost Effective Offsite Backup

In a third party survey that was published earlier this month, some alarming results were revealed regarding corporate data storage and backup policies.

**FACT:** 82% of companies aren't prepared to handle a computer system disaster. Faulty data protection and poor business contingency preparedness can be a silent killer, and most businesses don't realize their current backup schemes present critical vulnerabilities until something goes wrong.

**FACT:** 92% of business users have lost valuable business data under various circumstances.

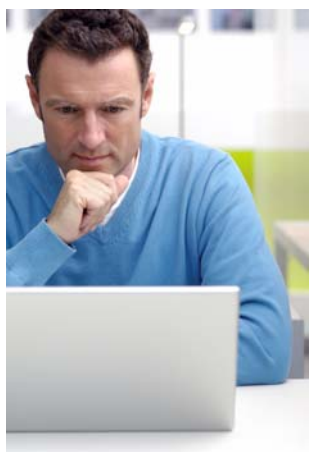
**FACT:** Only 56% of respondents reported access to alternative data sources, indicating that there could be significant disruption to many businesses in the event of primary data loss.

The survey also illustrated that a combination of time constraints, complicated installation procedures and cost, accounted for over 53% of the reasons why companies have not devised file replication policies.

**ASK Data Reflector** is the **simple and cost effective solution** to these constraints. To find out more about how **ASK Data Reflector** can provide off-site backup solutions to protect your data, call your **ASK** sales representative today at (610) 617-0300.



Google has found more than 3 million unique URLs on more than 180,000 Web sites that attempt to install malware on visitors' computers.



Are you searching efficiently?

Are your searches safe?



## Web Browsing, Search, and Online Ads Grow More Risky, Google Says *As featured in InformationWeek*

Web browsing and searching are becoming increasingly risky activities, according to a recent report published by Google.

"In the past few months, more than 1% of all search results contained at least one result that we believe to point to malicious content and the trend seems to be increasing," said Niles Provos, a security engineer at Google. Provos said that in the year and a half since Google began

tracking malicious Web pages, the company has found more than 3 million unique URLs on more than 180,000 Web sites that attempt to install malware on visitors' computers. Provos co-authored a technical paper, "All Your IFRAMEs Point To Us." The paper describes the increasing impact of "drive-by downloads," the exploitation of Web browser vulnerabilities to download and run malware automatically on the computers of Web site visitors.

Remarkably, Provos and his co-authors acknowledge that Internet advertising, Google's lifeblood, is contributing to malware distribution. This is an issue that has been raised by security companies recently, but to hear it coming from Google is unusual. In general, industry-backed research tends to confirm business models rather than call them into question.

*Continued on page 4*

## Search More Efficiently

*From our Tech Staff*

Many people use Google nearly everyday. This search engine is remarkably efficient, and can turn up just the results you are looking for, that is if you know where to look.

The Google tips that follow offer a few easy ways to make your workday more productive.

**1. Find Different Types of Files.** Simply add *filetype:pdf* (or switch *pdf* to *ppt* or *doc*) after your search terms.

**2. Find Materials From Educational Institutes.** For times

when you need a reliable source, add *site:edu* after your search terms.

**3. Use it as a Dictionary.** Simply type *define:keyword* into the search engine.

**4. Get the Time.** You can find the current time in any location by searching for *time location*.

**5. Find out the Weather.** Search for *location weather* to get the forecast in any location.

**6. Find Live Commentary.** To get the score of a game or sporting event, type in a keyword, such as *cricket*, while the game is going on.

**7. Do Calculations.** You can enter everything from simple arithmetic to trigonometry using the search box. For instance, you can enter *26 \* 9000*, or *sin(90) / cos(90)*.

**8. Convert Currency.** Google has an inbuilt currency converter. Just enter *1 USD in EUR* (or whatever currency you need).

**9. Check Your Stocks.** Simply enter *stocks:XXXX*.

**10. Find Images of Faces.** To find image results of people only, add *imgtype=face* to the image URL.

## Bonding With Potential Customers

*As Featured in VAR Business*

When it comes to bonding with potential customers, many firms earn failing grades. In fact, some actually drive away because they don't take some simple steps to drive communication on their web sites.

Here are 5 of the most common customer-engagement mistakes and how to fix them.

1. Contact Who?: Most firms Web sites have a "contact us" page, but they're frequently polluted with generic email addresses (info@, sales@, support@, etc.). Or, they have a generic form that customers can complete — without knowing who's going to receive the message.

Perhaps firms fear they will be flooded with spam and vendor calls if

they put employee names, titles, email addresses and phone numbers on their "contact us" page. But I bet many customers "move on" to other suppliers when they can't find a specific contact name and number on your site.

2. Anonymous Leadership: Company Web

*Continued on page 5*



*Does your firm earn a passing grade when it comes to bonding with customers?*



**When it comes to Data Protection, ASK DATA REFLECTOR® is a life saver.**

## Web Browsing...

*Continued from Page 3*

"Today, the majority of Web advertisements are distributed in the form of third-party content to the advertising Web site," the report explains. "This practice is somewhat worrisome, as a Web page is only as secure as its weakest component. In particular, even if the Web page itself does not contain any exploits, insecure Ad content poses a risk to advertising Web sites.

With the increasing use of Ad syndication (which allows an advertiser to sell advertising space to other advertising companies that in turn can yet again syndicate their content to other parties), the chances that insecure content

gets inserted somewhere along the chain quickly escalates. Far too often, this can lead to Web pages running advertisements to untrusted content."

Provos said that on average, 2% of malicious Web sites were delivering malware via advertising, based on an analysis of about 2,000 known advertising networks. But because ads target popular sites, searchers are more likely to find them than their general prevalence suggests.

Provos and his co-authors single out the practice of ad syndication as the source of many problems. "Clearly, it is increasingly difficult to maintain trust along such long delivery chains," the report says.

Some of the blame for the proliferation of drive-by downloads can be laid at the feet of server administrators. The report finds that among the servers distributing malware, 38.1% of Apache servers and 39.9% of servers with PHP scripting support were older versions with known security vulnerabilities. Provos and his co-authors said they could not verify the versions of infected Microsoft IIS servers. Overall, more than twice as many Microsoft IIS servers (113,905) were distributing malware as Apache servers (55,088), according to the report.

Provos didn't offer any happy endings. "One thing is clear," he said. "We have a lot of work ahead of us."



*With leading edge replication technology, ASK Data Reflector® delivers active, efficient replication for operating system and application files at the block level.*

*The ASK Data Reflector® product installs quickly and easily on both the Production and Target servers, keeping implementation costs to a minimum.*



ASK Technologies, Inc.  
7 Bala Avenue  
Suite 201  
Bala Cynwyd, PA 19004

610-617-0300 Office  
610-617-0307 Fax  
[info@asktech.com](mailto:info@asktech.com)

*For operational excellence at predictable costs, turn to ASK.*



## ASK TECHNOLOGIES, INC.

*Creating new standards in multi-service network integration.*

We are excited to announce that **ASK Technologies, Inc.** has entered into a strategic partnership with **Mimosa Systems, Inc.** to provide email archiving and storage management to our growing client base.

**Mimosa System, Inc.** delivers next-generation information management solutions with Mimosa NearPoint, providing email archiving for Microsoft Exchange Server.



"We feel that **Mimosa Systems** is a great fit for **ASK**, because they enable customers to solve the challenges posed by managing e-mail for electronic discovery, compliance, and improved IT efficiencies," said Anthony Talotta of **ASK Technologies, Inc.**

### Bonding...

*Continued from Page 4*

that they have "seasoned leadership" who are "trusted advisors" to numerous small business customers. However, those same Web sites frequently fail to list the firms' top executives (Presidents, CEOs, VPs, directors) by name and title. Big mistake. Brag a bit about your management team and include staff bios — but limit the list to your senior leadership.

3. Location, Location, Location: Firms brag about providing "local" and "personalized" ser-

vice, yet many company web sites fail to list a street address for their business. Customers are bound to wonder what you're hiding if they can't find you on a Google Map.

4. What's Your Track Record?: You've been in business for 10 years but your Web site doesn't mention a single customer testimonial. Nor does it describe the key verticals you serve. Here's a quick fix: Send some emails to your favorite clients, and ask them for a quick quote about your business services. Compile those quotes into a simple web page and your site

visitors will gain a better understanding of your accomplishments.

5. Fatal Distractions: You want to brag about your expertise and share viewpoints, so you launch a corporate blog. Within two weeks, you discover you have nothing interesting to tell readers, and the blog becomes a wasteland on your website. Instead of building an ongoing dialog with site visitors, you've basically stated: "Nothing to see here; move along." Before you launch a corporate blog, be sure to read the five secrets to corporate blogging success.

### CUSTOMER QUOTE

Kathy Lewis, Controller, **GEORGE DELALLO COMPANY / DELALLO FOODS** referring to the corporate move of some 200+ computers, servers and communications equipment from one location to another. "Thanks [sic to **ASK**] for everything...the move was quick and accurate...GREAT JOB!!!"